

In Response

Behaviorology: An Integrative Denomination

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In their recent proposal that behavior analysis remove itself from the purview of psychology, Fraley and Vargas (1986) suggested that this move toward independence should be accompanied by a new term to describe the science. The term they suggested was "behaviorology." In response, we would simply like to reinforce their views by (a) pointing out our earlier use of the term and (b) describing our reasons for having selected it and what exactly the term covers.

In 1974, Los Horcones adopted the term "behaviorology" to denote the science of the experimental analysis of behavior as practiced in our community (Horcones, 1974), and have since used it in various presentations and publications (Horcones, 1975, 1979, 1980a, 1980b, 1984, 1985, 1986a, 1986b). We considered the name "Behaviorology" suitable for our purposes for several reasons. First, it is etymologically appropriate. The word "behaviorology" is a combination of the English word "behavior" and the Greek word "logos." In other languages, the logos suffix to the word for behavior is common: For example, in Spanish, the name is "conductologia"; in French, "comportologie"; in German, the name is *behaviourologie*.

Second, "behaviorology" does not eliminate the experimental analysis of behavior, applied behavior analysis, or behaviorism. Instead, this new term includes them as sub-fields of the same science. It is an integrative name.

Third, "behaviorology" names a science in reference only to its subject matter, without implying any specific meth-

od or focus of study. For instance, it does not imply that behavior analysis pertains only to experimental analysis. Once, perhaps, the inclusion of "experimental" in the name of this science was necessary in order to emphasize its empirical basis, but this is no longer necessary.

Fourth, by using the term "behaviorology," the length of the name for the science is shortened considerably, which is an obvious advantage when talking and writing. It is also parsimonious in that behavior analysts can be called "behaviorologists."

We define behaviorology as the natural science that studies the behavior of organisms. As such, behaviorology encompasses basic research, applied research, and a philosophy. Basic research includes (a) descriptive analyses of behavior (behaviorography), (b) experimental analyses of behavior (experimental behaviorology), and (c) a theoretical analysis of behavior (theoretical behaviorology). Applied research refers to behavior-analytic applications of the experimental analysis of behavior to the solution of social problems. As such, it includes (a) applied research, in the form of experimental analyses oriented toward finding solutions to social problems, and (b) behavioral technology, in the form of behavior-analytic procedures alone. The philosophy of behaviorology is that of behaviorism, which includes both philosophical (or metatheoretical) assumptions and the philosophical implications of data obtained by the experimental analysis of behavior and its applications.

Our reasons for naming the science of behavior as "behaviorology" are no different than those of Fraley and Vargas (1986); moreover, we are in strong agreement with them about the need to develop this science further. We simply

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wanted to clarify the historical origins of the term.

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